**Counties: Madison, AL**

Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

Rank	Tapestry Segment	Households Percent	Households Cumulative Percent	U.S. Households Percent	U.S. Households Cumulative Percent	Index
1	26. Midland Crowd	9.8%	9.8%	3.7%	3.7%	262
2	14. Prosperous Empty Nesters	8.3%	18.1%	1.8%	5.5%	449
3	04. Boomburbs	7.4%	25.5%	2.2%	7.7%	332
4	42. Southern Satellites	5.5%	31.0%	2.7%	10.4%	202
5	12. Up and Coming Families	5.5%	36.5%	3.4%	13.8%	161
	Subtotal	**36.5%**		**13.8%**		
6	16. Enterprising Professionals	5.1%	41.6%	1.7%	15.5%	306
7	17. Green Acres	5.0%	46.6%	3.2%	18.7%	156
8	06. Sophisticated Squires	4.8%	51.4%	2.7%	21.4%	176
9	52. Inner City Tenants	4.0%	55.4%	1.5%	22.9%	262
10	19. Milk and Cookies	3.4%	58.8%	2.0%	24.9%	175
	Subtotal	**22.3%**		**11.1%**		
11	34. Family Foundations	3.4%	62.2%	0.9%	25.8%	395
12	07. Exurbanites	2.9%	65.1%	2.5%	28.3%	116
13	48. Great Expectations	2.9%	68.0%	1.7%	30.0%	165
14	39. Young and Restless	2.9%	70.9%	1.4%	31.4%	202
15	18. Cozy and Comfortable	2.5%	73.4%	2.8%	34.2%	87
	Subtotal	**14.6%**		**9.3%**		
16	32. Rustbelt Traditions	2.4%	75.8%	2.8%	37.0%	86
17	36. Old and Newcomers	2.4%	78.2%	2.0%	39.0%	121
18	13. In Style	2.2%	80.4%	2.5%	41.5%	89
19	29. Rustbelt Retirees	2.2%	82.6%	2.1%	43.6%	103
20	53. Home Town	1.7%	84.3%	1.5%	45.1%	116
	Subtotal	**10.9%**		**10.9%**		
	Total	**84.3%**		**45.1%**		**187**

Top Ten Tapestry Segments
Site vs. U.S.
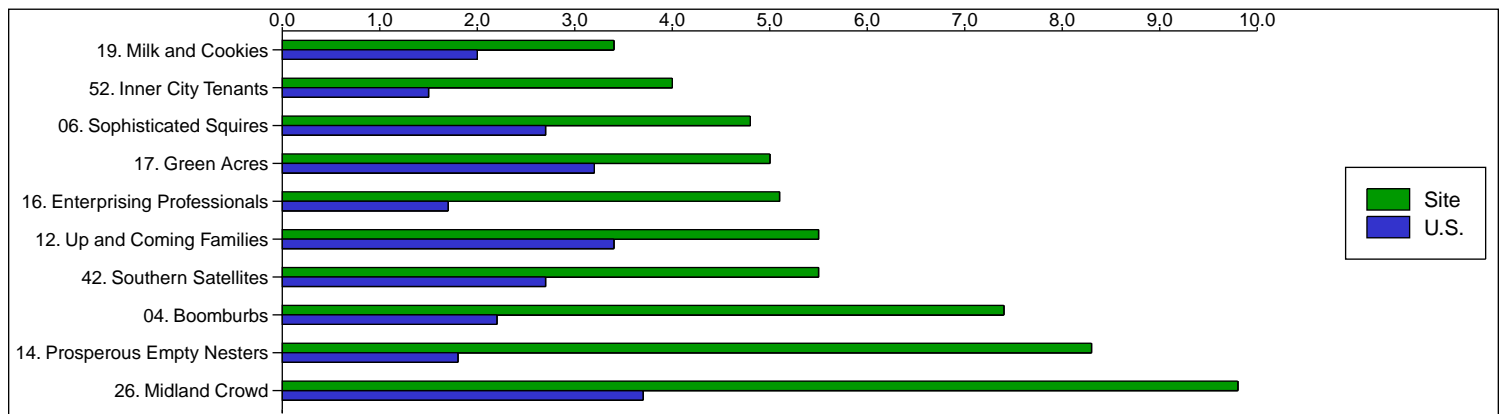
Percent of Households by Tapestry Segment

Source: ESRI

Counties: Madison, AL

Tapestry Indexes by Households
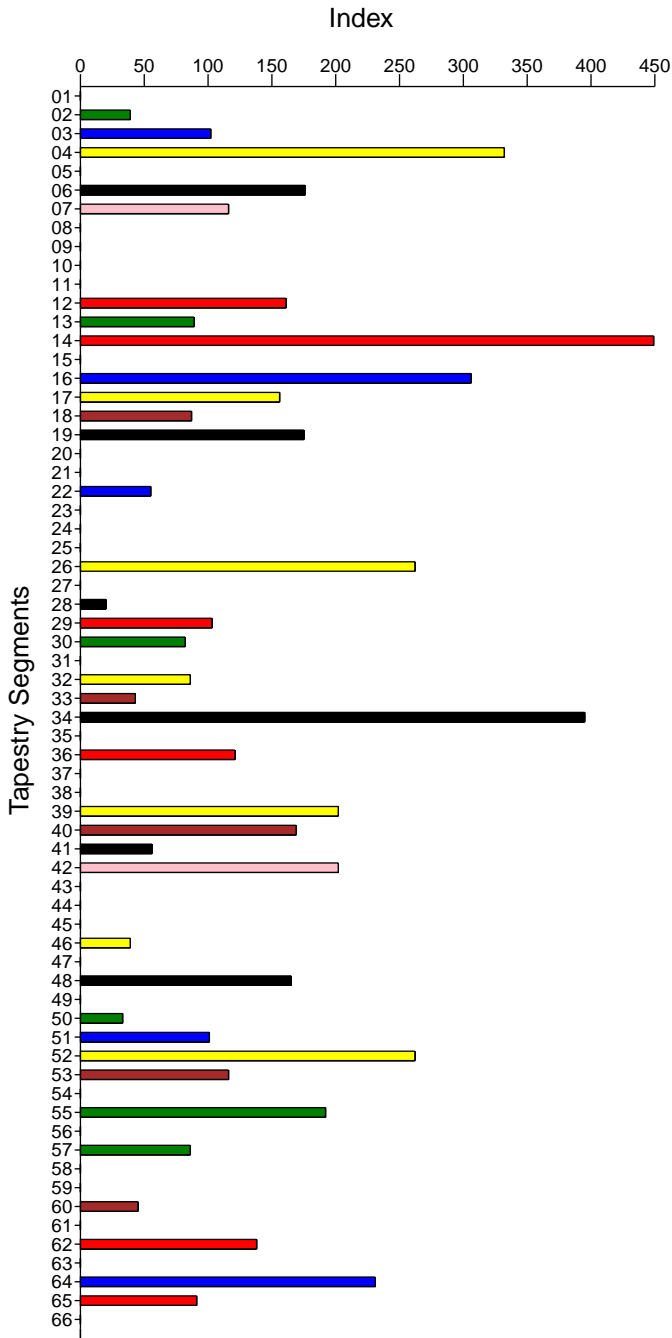
Index

Tapestry Indexes by Population
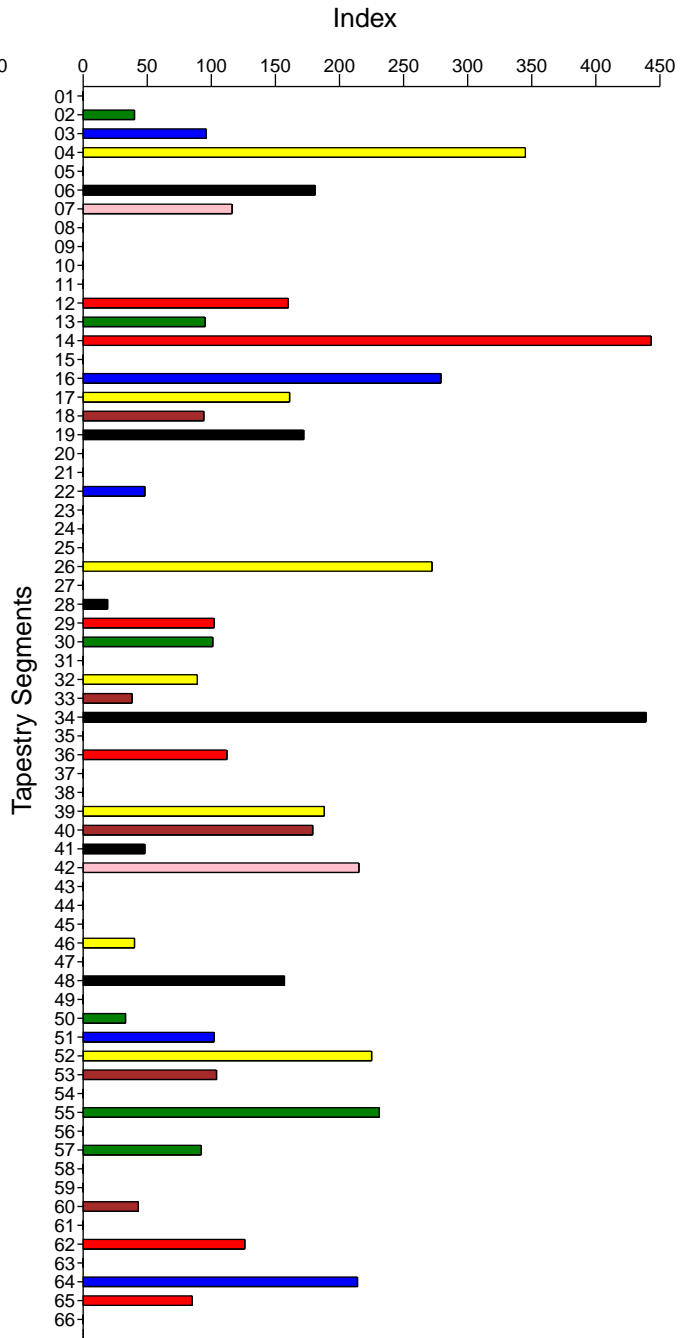
Index

Source: ESRI

Counties: Madison, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total	127,551	100.0%		313,655	100.0%	
L1. High Society	21,975	17.2%	136	62,031	19.8%	142
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	872	0.7%	39	2,535	0.8%	40
03 Connoisseurs	1,810	1.4%	102	4,249	1.4%	96
04 Boomburbs	9,451	7.4%	332	28,251	9.0%	345
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	6,138	4.8%	176	17,687	5.6%	181
07 Exurbanites	3,704	2.9%	116	9,309	3.0%	116
L2. Upscale Avenues	18,852	14.8%	107	44,663	14.2%	103
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	2,817	2.2%	89	6,834	2.2%	95
16 Enterprising Professionals	6,537	5.1%	306	12,755	4.1%	279
17 Green Acres	6,337	5.0%	156	16,729	5.3%	161
18 Cozy and Comfortable	3,161	2.5%	87	8,345	2.7%	94
L3. Metropolis	3,820	3.0%	57	8,845	2.8%	54
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	831	0.7%	55	1,495	0.5%	48
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	1,210	0.9%	101	3,306	1.1%	102
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,779	1.4%	138	4,044	1.3%	126
L4. Solo Acts	6,660	5.2%	77	11,660	3.7%	73
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	3,009	2.4%	121	5,299	1.7%	112
39 Young and Restless	3,651	2.9%	202	6,361	2.0%	188
L5. Senior Styles	18,048	14.1%	114	39,699	12.7%	121
14 Prosperous Empty Nesters	10,554	8.3%	449	23,458	7.5%	443
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,749	2.2%	103	6,059	1.9%	102
30 Retirement Communities	1,523	1.2%	82	3,540	1.1%	101
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	907	0.7%	33	1,993	0.6%	33
57 Simple Living	1,562	1.2%	86	3,386	1.1%	92
65 Social Security Set	753	0.6%	91	1,263	0.4%	85
L6. Scholars & Patriots	2,376	1.9%	129	7,496	2.4%	134
40 Military Proximity	431	0.3%	169	2,136	0.7%	179
55 College Towns	1,945	1.5%	192	5,360	1.7%	231
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI

Counties: Madison, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	127,551	100.0%		313,655	100.0%	
L7. High Hopes	4,274	3.4%	82	8,982	2.9%	75
28 Aspiring Young Families	606	0.5%	20	1,335	0.4%	19
48 Great Expectations	3,668	2.9%	165	7,647	2.4%	157
L8. Global Roots	5,564	4.4%	53	11,283	3.6%	37
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	5,067	4.0%	262	10,054	3.2%	225
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	497	0.4%	45	1,229	0.4%	43
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	13,318	10.4%	134	35,652	11.4%	124
12 Up and Coming Families	6,969	5.5%	161	18,959	6.0%	160
19 Milk and Cookies	4,350	3.4%	175	11,765	3.8%	172
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	1,999	1.6%	231	4,928	1.6%	214
L10. Traditional Living	8,742	6.9%	78	22,679	7.2%	87
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	3,097	2.4%	86	7,489	2.4%	89
33 Midlife Junction	1,351	1.1%	43	2,657	0.8%	38
34 Family Foundations	4,294	3.4%	395	12,533	4.0%	439
L11. Factories & Farms	9,190	7.2%	76	22,572	7.2%	77
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	7,028	5.5%	202	18,018	5.7%	215
53 Home Town	2,162	1.7%	116	4,554	1.5%	104
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	14,732	11.5%	124	38,093	12.1%	131
26 Midland Crowd	12,442	9.8%	262	32,740	10.4%	272
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,074	0.8%	56	2,365	0.8%	48
46 Rooted Rural	1,216	1.0%	39	2,988	1.0%	40
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

Source: ESRI

Counties: Madison, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total	127,551	100.0%		313,655	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	2,752	2.2%	46	6,191	2.0%	36
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	1,999	1.6%	231	4,928	1.6%	214
65 Social Security Set	753	0.6%	91	1,263	0.4%	85
U3. Metro Cities I	13,528	10.6%	94	30,264	9.6%	85
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	1,810	1.4%	102	4,249	1.4%	96
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	6,537	5.1%	306	12,755	4.1%	279
19 Milk and Cookies	4,350	3.4%	175	11,765	3.8%	172
22 Metropolitans	831	0.7%	55	1,495	0.5%	48
U4. Metro Cities II	18,647	14.6%	135	40,351	12.9%	130
28 Aspiring Young Families	606	0.5%	20	1,335	0.4%	19
30 Retirement Communities	1,523	1.2%	82	3,540	1.1%	101
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60 City Dimensions	497	0.4%	45	1,229	0.4%	43
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	16,216	12.7%	116	43,387	13.8%	122
04 Boomburbs	9,451	7.4%	332	28,251	9.0%	345
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	3,097	2.4%	86	7,489	2.4%	89
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	3,668	2.9%	165	7,647	2.4%	157

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	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total	127,551	100.0%		313,655	100.0%	
U6. Urban Outskirts II	6,496	5.1%	99	16,096	5.1%	97
51 Metro City Edge	1,210	0.9%	101	3,306	1.1%	102
55 College Towns	1,945	1.5%	192	5,360	1.7%	231
57 Simple Living	1,562	1.2%	86	3,386	1.1%	92
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,779	1.4%	138	4,044	1.3%	126
U7. Suburban Periphery I	31,054	24.3%	156	78,782	25.1%	155
02 Suburban Splendor	872	0.7%	39	2,535	0.8%	40
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14 Prosperous Empty Nesters	10,554	8.3%	449	23,458	7.5%	443
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	9,854	7.7%	80	23,751	7.6%	83
18 Cozy and Comfortable	3,161	2.5%	87	8,345	2.7%	94
29 Rustbelt Retirees	2,749	2.2%	103	6,059	1.9%	102
33 Midlife Junction	1,351	1.1%	43	2,657	0.8%	38
40 Military Proximity	431	0.3%	169	2,136	0.7%	179
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	2,162	1.7%	116	4,554	1.5%	104
U9. Small Towns	1,981	1.6%	32	4,358	1.4%	31
41 Crossroads	1,074	0.8%	56	2,365	0.8%	48
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	907	0.7%	33	1,993	0.6%	33
U10. Rural I	18,779	14.7%	130	49,469	15.8%	139
17 Green Acres	6,337	5.0%	156	16,729	5.3%	161
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	12,442	9.8%	262	32,740	10.4%	272
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	8,244	6.5%	84	21,006	6.7%	89
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	7,028	5.5%	202	18,018	5.7%	215
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56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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